



Magazine Publishers of America

INTELLIGENT SELLING OF INTERNET ADVERTISING

Internet ad spend is speeding past last year's \$14 billion and is expected to grow to \$30 billion over the next few years. Are you ready to be part of this high growth media evolution?

Learn the terminology, ad programs and pricing, latest trends in rich media and targeting, how agencies determine and manage campaign measurement, how to negotiate using CTRs and conversions, tips and techniques for delivering high quality leads, best practices for selling, branding and direct response campaigns...and much more!

Level I - INTELLIGENT SELLING OF INTERNET ADVERTISING

Tuesday, September 16
9:00am – 4:30pm

Gain a thorough understanding of basic and intermediate industry terms, concepts, technologies and internet & interactive advertising principles. If you're new to the industry, or need to improve your knowledge and skills this is an essential course.

This course gives attendees an in-depth study of client expectations, media consumption habits, ad types, trends, metrics and measurement, industry standards and best practices. It is truly a comprehensive course that will bring you up-to-speed on interactive media, as well as give complete novices an equally useful level of expertise.

Topics included:

- ✓ Internet Media Programs and Terminology
- ✓ Metrics and Measurement
- ✓ Creative Considerations
- ✓ Targeting
- ✓ Pricing and Media Math
- ✓ Sales Process and Challenges
- ✓ Integrated Media Opportunities

Level II - ADVANCED TECHNIQUES IN DIGITAL & INTEGRATED SALES

Wednesday, September 17
9:00am – 4:30pm

Designed for sales reps, sales management, publishers; marketing, business development and editorial staff who sell or support the Internet ad sales efforts.

This course provides in-depth basic and intermediate "how to" knowledge and sales skills and techniques needed for selling online-only and integrated advertising programs. Learn both internet advertising fundamentals as well as sales skills specific to selling online-only or integrated advertising programs. By far, the course is the most comprehensive, effective and successful interactive and internet media sales training program available.

Topics included:

- ✓ An Industry In Transition
- ✓ What Clients Expect From Digital Media & Their Media Partners
- ✓ Walking In The Buyers' Shoes
- ✓ Defining & Finding The Target Audience
- ✓ Delivering On The Objective
- ✓ The Sales Reality Check
- ✓ An Integrated Media Approach
- ✓ Online Advertising Trends

Speaker: Leslie Laredo, President and Founder, The Laredo Group. The Laredo Group offers the most effective and well-received training in the online media industry for sales and account representatives, new business development managers, publishers, and marketing executives. Over 11,000 media professionals have taken Laredo Group courses.

for:	Sales Rep, Account Manager, Sales Manager and Sales Executive, Publisher or Site Executives and Managers, Marketing or Business Development Staff
place:	MPA Conference Center 810 Seventh Avenue, 24 th Floor (Between West 52 nd & 53 rd Streets) New York City
fee:	MPA member companies -\$795 per person per session; Nonmember companies - \$995 per person per session. Group discounts available.





MPA CareerTrack 2008 Registration Form
INTELLIGENT SELLING OF INTERNET ADVERTISING
 MPA Conference Center
 810 Seventh Avenue (bet. 52nd and 53rd St.), 24th Floor
 New York, NY 10019

Three Ways to Register:

- Online www.magazine.org/careertrack
- By Fax (212) 371-3165
- By Mail Magazine Publishers of America
 810 Seventh Avenue, 24th Floor, New York, NY 10019

Session is 9:00 am to 4:30 pm. Breakfast and lunch will be served.

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Registration fee includes networking breakfast, lunch and course materials.

- | | INDIVIDUAL | GROUP* |
|--------------------------------------|--|--------|
| <input type="checkbox"/> MPA Members | \$795 per person per session | \$735 |
| <input type="checkbox"/> Nonmembers | \$995 per person per session | \$935 |
| <input type="checkbox"/> *Group | Two or more must register at the same time and be employed by the same company. Please photocopy this form for each additional registration. | |

Questions/more information: Call MPA Events at (212) 872-3755 or e-mail mpaevents@magazine.org.

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Payment must be received prior to event. Amounts paid to MPA may be deductible as a business expense, but are not deductible as a charitable contribution, FEIN:13-1087160. Cancellations: Refunds will be given if cancellation is made in writing one week prior to scheduled date. Substitutions will be accepted at any time with written notification. No refunds for no-shows. MPA reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, fees, curricula and speakers.

Online

